WHAT IS CLAIMED IS:

1. A system for targeting media content to at least one user, comprising:

a data reporter for collecting user activity information representing exercise of a first media object by said at least one user;

a coding system for correlating information gathered by said data reporter with at least said first media object; and

a mediator for providing to the user at least a second media object based upon the information correlated with at least said first media object.

2. The targeting system of claim 1, wherein said coding system creates at least one smart media object, each of said smart media objects having a media object portion and a media object profile.

3. The targeting system of claim 2, further comprising a content repository for storing said at least one smart media object until said mediator requests said at least one smart media object.

4. The targeting system of claim 2, wherein each of said media object profiles contains information pertaining to a related one of said media object portions calculated from user activity information.

5. The targeting system of claim 1, wherein said data reporter collects information

- 14 -

relating only to content usage.

6. The targeting system of claim 1, wherein said coding system correlates the information in real time.

7. The targeting system of claim 1, wherein said coding system periodically updates the information correlated with said at least one media object.

8. The targeting system of claim 1, wherein said second media object comprises at least one of the following: an audio-visual recording, a sound recording, an Internet link, an advertisement, and an e-commerce asset.

9. A system for targeting media to a user, comprising:

a data reporter for gathering content use information representing exercise of a media object by at least one user;

a media object archive for storing media objects;

a coding system for assigning information from said data reporter to at least one media object to create a profile for each of said media objects; and

a mediator for selecting at least one media object having a media object profile matching at least one characteristic of said profile of said user requested media object.

10. The targeting system of claim 9, wherein said coding system creates at least

- 15 -

one smart media object, each of said smart media objects having a media object portion and a media object profile.

11. The targeting system of claim 10, further comprising a content repository for storing said at least one smart media object until said mediator requests said at least one smart media object.

12. The targeting system of claim 10, wherein each of said media object profiles contains information pertaining to a related one of said media objects calculated from the user activity information.

13. The targeting system of claim 9, wherein said data reporter collects information relating only to content usage.

14. The targeting system of claim 9, wherein said coding system correlates the information in real time.

15. The targeting system of claim 9, wherein said coding system periodically updates the information correlated with said at least one media object.

16. The targeting system of claim 9, wherein said media object comprises at least one of the following: an audio-visual recording, a sound recording, an Internet link, an advertisement, and an e-commerce asset.

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17. A method for targeting at least one media object to a user, comprising the steps of:
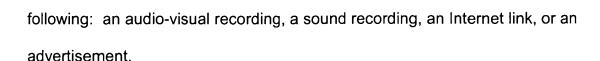
gathering information representing exercise of a media object by at least one user;

assigning the information to at least one media object, each media object having a content portion and a header so that a media object profile is created for each media object;

matching at least one characteristic of the profile of a user requested media object with the profile of at least one media object; and

delivering said user requested media object with said at least one media object having an object profile matching at least one characteristic of the profile of the requested media object.

18. The method of claim 17, wherein said information gathering step gathers only content usage information.

19. The method of claim 17, wherein said assigning step is performed in real time.

20. The method of claim 17, wherein said assigning step is performed periodically.

21. The method of claim 17, wherein said media object comprises at least one of the

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following: an audio-visual recording, a sound recording, an Internet link, or an advertisement.

22. A smart media object, comprising:

a media object portion having information accessible to a user; and

a media object profile portion containing information gathered from a plurality of users representing exercise of said media object by said plurality of users.

23. The smart media object of claim 22, wherein said media object profile portion contains only content usage information gathered from said plurality of users.

24. The smart media object of claim 22, wherein said media object comprises at least one of the following: an audio-visual recording, a sound recording, an Internet link, an advertisement, and an e-commerce asset.

25. A method for utilizing a smart media object having attached thereto a coded header containing a profile of a media object, the method comprising:

detaching and decoding said coded header to obtain said profile, said profile containing user activity information representing exercise of said media object by users; and

targeting other media based on said profile.

26. The method of claim 25, wherein said targeting step includes the sub-step of

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comparing information contained in said profile with information contained in a profile of a user requested media object.

27. A method for targeting media objects to a user, comprising the steps of:

collecting information from a plurality of users related to the viewing of at least one media object;

correlating the information collected with at least one media object obtained from a media object archive;

creating a media object profile for each media object based on the correlated information;

combining said media object profile with said media object to create a smart media object; and
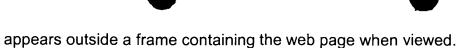
selecting smart media objects having media object profiles matching at least one characteristic of said media object profile of the user requested media object and delivering the user requested media object with said selected smart media objects.

28. The method of claim 27, wherein said collecting step includes collecting only content use information.

29. A method of targeting media objects to a user on-line, comprising the steps of:

collecting information from users of Internet links;

correlating the collected information with at least one Internet link;

creating an Internet link profile based on the correlated information; and

selecting at least one Internet link based on the profile of a user requested

link and delivering to the user the requested link and at least one additional link

having a link profile matching at least one aspect of the profile of the requested link.

30. The method of claim 29, wherein at least one of said Internet links leads to a

web site.

31. The method of claim 29, wherein at least one of said Internet links leads to a

non-commercial web page.

32. A hidden search engine, comprising:

a data reporter for collecting information from a plurality of users;

a coding system for correlating the collected information with at least one

Internet link and creating a profile for each said link; and

a mediator for selecting at least one link based on at least one aspect of each

link profile for delivery with a user requested link to the user.

33. The hidden search engine of claim 32, wherein said mediator delivers said at

least one selected link with a link to a web site which does not have at least one of

the selected links coded within said web site.

34. The hidden search engine of claim 33, wherein said at least one selected link

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appears outside a frame containing the web page when viewed.

35. The hidden search engine of claim 32, wherein at least one of said selected links resides outside of the coding of the requested web page, but is still viewable to the user.

36. The hidden search engine of claim 32, wherein said data reporter collects only content usage information.

37. The hidden search engine of claim 32, wherein said data reporter collects only link usage information.

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